BANNER GROUP

September 1926
September 1927

The Power behind the Box-Office

BANNER GROUP

September 1926 – September 1927

52 HITS

and

7 SPECIALS

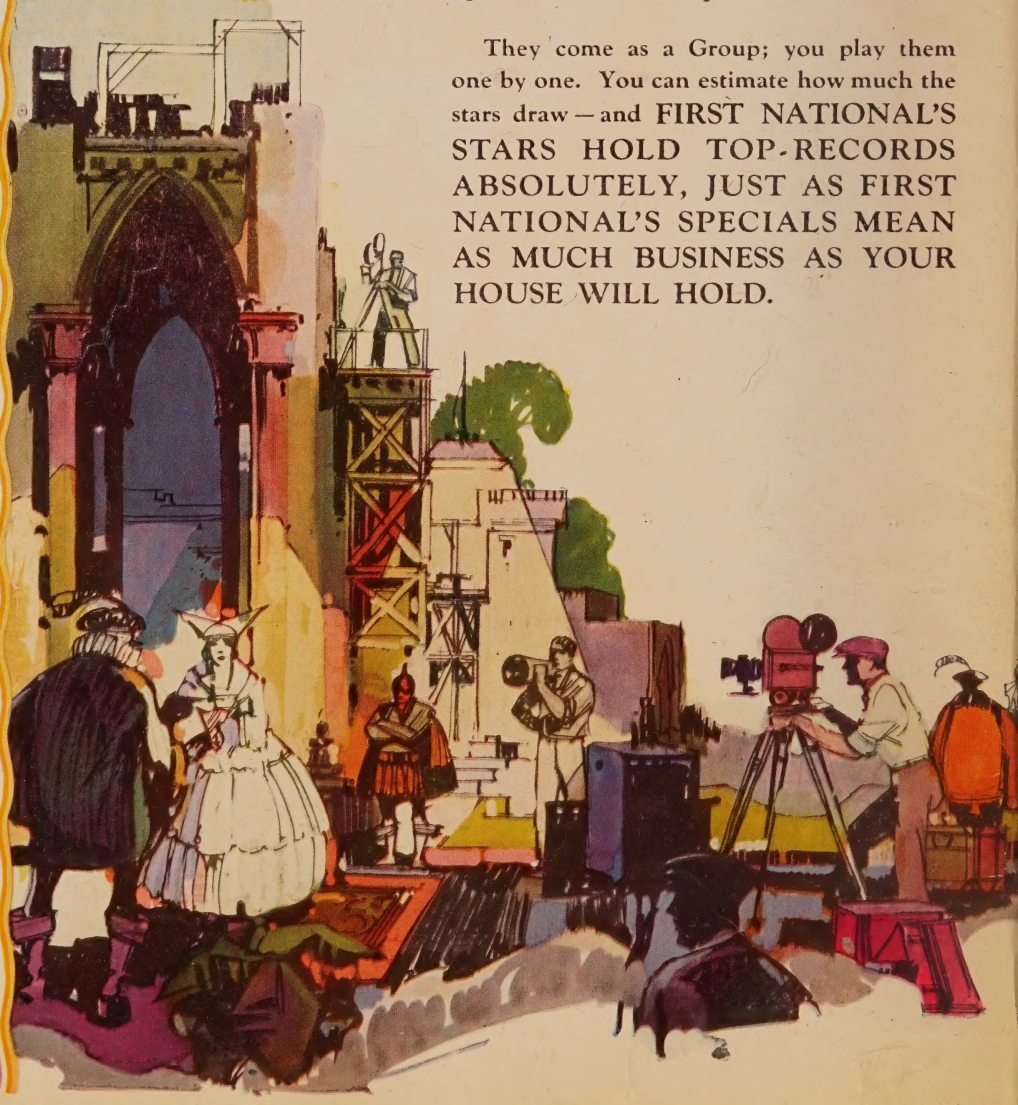
FIRST NATIONAL CALLS

SO do all showmen. Industry, Art, Business—those terms are right enough for motion pictures when you talk for publication; but when the crowds rock your box-office and the cashiers are calling for more change, when your ushers are hopping and your house is packed from the front row right back to the doors —then it's *The Show-Game!*

And First National knows it from the ground up, because First National is the name that the keenest exhibitors in America go by.

Now—we speak between showmen with FIFTY-TWO PICTURES AND SEVEN SPECIALS to put to the box-office test between September 1926 and September 1927.

They come as a Group; you play them one by one. You can estimate how much the stars draw—and FIRST NATIONAL'S STARS HOLD TOP-RECORDS ABSOLUTELY, JUST AS FIRST NATIONAL'S SPECIALS MEAN AS MUCH BUSINESS AS YOUR HOUSE WILL HOLD.



IT THE SHOW-GAME

You figure your profits over the year, but every week counts in the grand total. Right there First National has won exhibitor-confidence finally and indisputably.

By every test of performance First National's groups in preceding years have contained not only the biggest individual hits, but have maintained the HIGHEST AVERAGE OF DRAWING-POWER, GIVING YOU THE HIGHEST PERCENTAGE OF PROFIT, against all competition.

Grouping the greatest stars, producers and directors, these pages tell the story for 1926-1927. No group has been stronger, none more commercially sound, none so positive of profits, none so studded with box-office certainties. It is made to make money. Applying experience and show-sense, First National has eliminated speculation.

First National is set! The *Banner Group* is planned definitely, wisely, thoroughly. It is complete and yet elastic, as this *Show-Game* demands; for First National's production policy is keyed to every opportunity for sane showmanship that each new turn of public taste creates.

Norma Talmadge

presented by JOSEPH M. SCHENCK

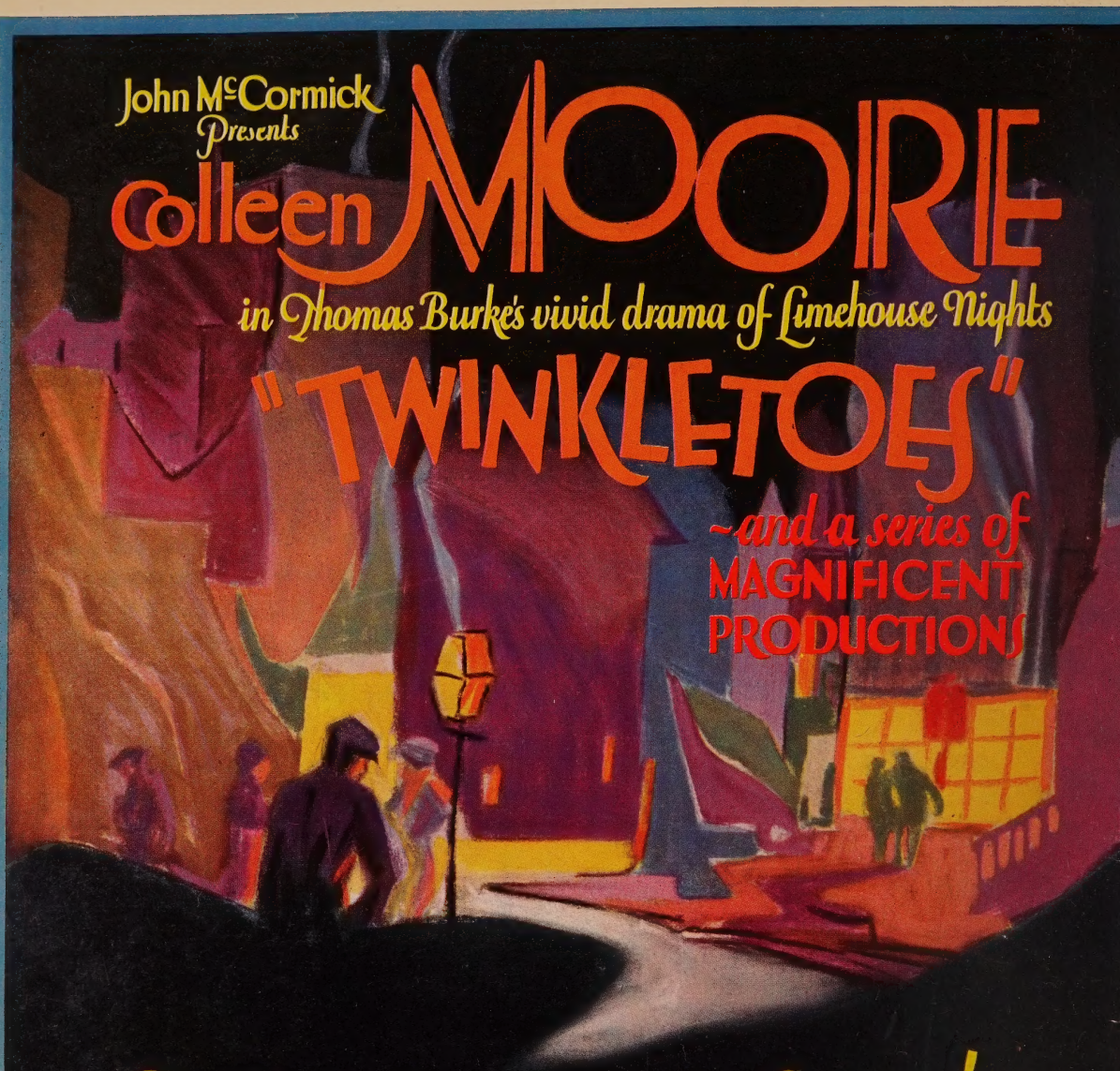
continues her triumphs for First National

WITH "Kiki" established among this season's particular successes, every effort of Joseph M. Schenck's studio organization is now turned to the preparation for Norma Talmadge of a production that truly crowns her unparalleled career.

NO announcement could mean as much to exhibitors as that. It's news! Mighty glad news to open with. The organization, wherein players and executives stand unsurpassed in their respective lines of motion-picture making, has pledged itself to one definite goal: to present Norma at her greatest during 1926-27.

NORMA TALMADGE *sets the standard for the* BANNER GROUP!

RALPH
ILIGAN
First
National
Pictures



Twinkletoes--the one bright light of Limehouse!

SHE flitted through the slinking streets like a streak of happiness; and not a man, white or yellow, but realized that there was something "holy" about Twinkletoes.

She led the chorus at a cheap music hall. Her feet danced; her heart danced. Queer how those strange denizens of Limehouse loved her! Queerer still how she pinned her love to one man—how he failed—and then how the shadows sobbed after Twinkletoes—"Poor Limehouse kid! Poor Limehouse kid! Going the way that the rest of them did!"

It's a masterpiece for Colleen Moore in the colors of life, comedy and dramatic poignancy, by the man who wrote "Broken Blossoms!"

Directed by Charles Brabin.

And that's just the first of her distinctive, original, irresistible roles for the Banner Group.

First National Pictures
BANNER GROUP

Second Production: "Daphne Grows Down"

JOSEPH M. SCHENCK Presents
Constance
in
"SILKY" ANNE
-and A
BRILLIANT
BOX-OFFICE SERIES

TALMADGE
TALK of surprise stories! Constance Talmadge starts her Banner Series with "Silky Anne"—whirling through the underworld, high-stepping in high-life, smooth as silk if she's picking a pocket, just as smooth when she's stealing a heart!
Here's comedy from an angle the screen never played before. Edward Clarke wrote it—the man who also wrote "De Luxe Annie," the smashing stage hit of a few seasons ago. That's the idea. And Constance tricks the tale into a comedy that will steal all the business in town.
Scenario by Edward Clarke and Raymond Shrock
SIDNEY A. FRANKLIN PRODUCTION
More to follow—
and millions waiting to follow
Constance wherever she plays!
First National Pictures
BANNER GROUP
GAELIK

Corinne Griffith Brings Capacity

Asher, Small and Rogers present:

CORINNE GRIFFITH

IN A BANNER SERIES. THE FIRST IS

"ASHES"

THIS year Corinne Griffith reaches her zenith. Superb stories have been chosen for her, equalling "Classified" and "Mlle. Modiste" in magnetic attraction.

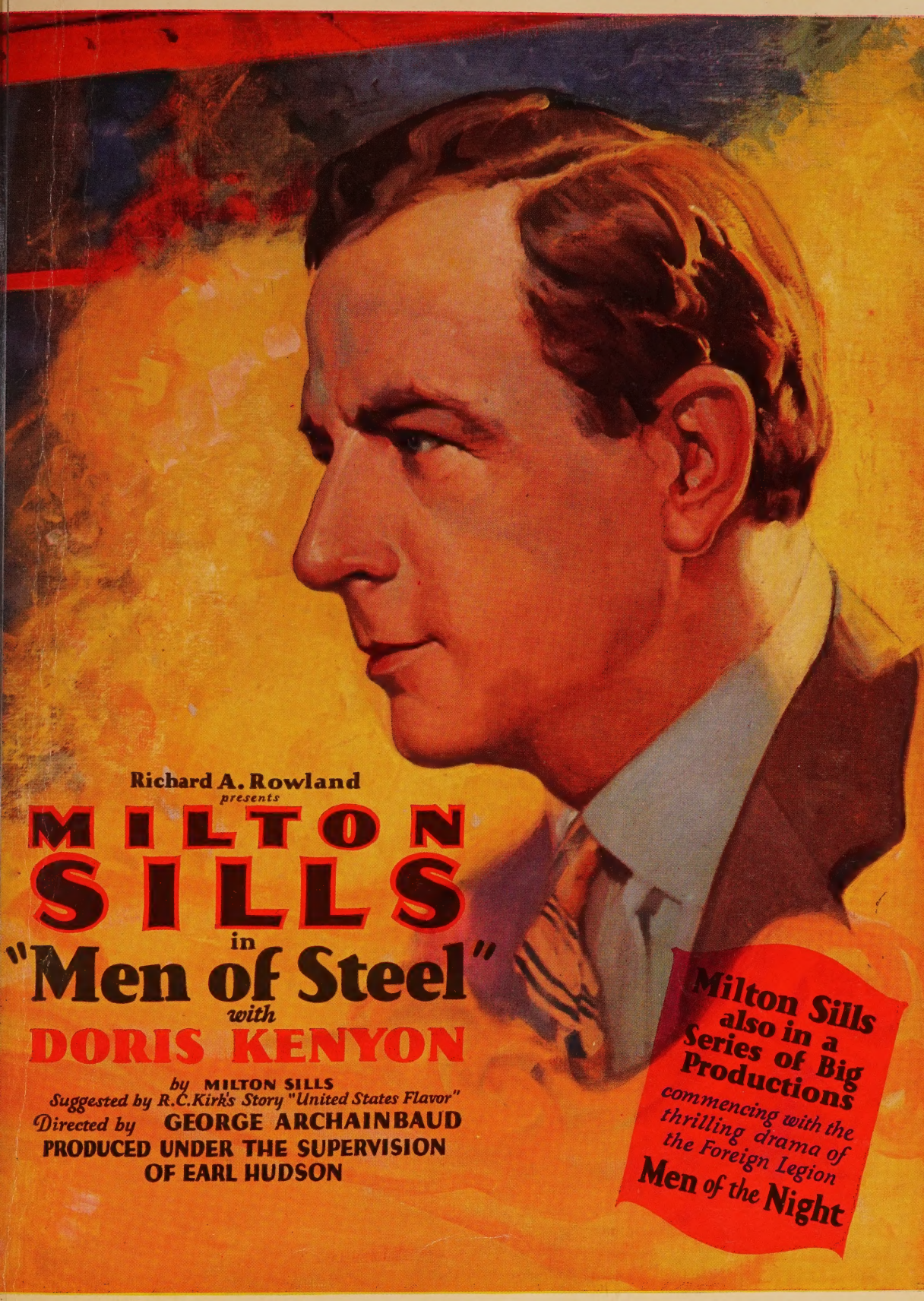
Imagine her in the dramatic glory with which "Ashes" surrounds her: the Cleopatra of Broadway, applauded for the splendor of her love on the stage—but behind the scenes, a married cast-off. Reginald Goode's stage success furnishes that role—a role which Miss Griffith lifts radiantly into a straight-out box-office certainty.

And in addition there's a complete series of productions to secure to you EVERY DOLLAR THAT CORINNE GRIFFITH CAN DRAW.

First National Pictures
BANNER GROUP

Pictures to the Banner Group

First National Pictures
SPECIAL
The Giant Among Specials!
The Thrill-Packed Epic of Steel!
SMASHING sequences of drama, spectacularly enacted amidst the glare and roar and throb of a gigantic industry, justify the two years required to plan and produce this special. The hugest screen task ever undertaken is finished! "Men of Steel," glowing with life at white-heat, has exceeded all expectations in the immensity of its star-strength, story-strength, and drawing-power!


Richard A. Rowland
presents
MILTON SILLS
in
"Men of Steel"
with
DORIS KENYON
by MILTON SILLS
Suggested by R.C. Kirk's Story "United States Flavor"
Directed by GEORGE ARCHAINBAUD
PRODUCED UNDER THE SUPERVISION OF EARL HUDSON
Milton Sills also in a Series of Big Productions
commencing with the thrilling drama of the Foreign Legion
Men of the Night

here comes a knock-out!
First National Pictures
BANNER GROUP

INSPIRATION PICTURES INC.
presents

Richard Barthelmess

The Amateur Gentleman

Jeffery Farnol's World-Famous Novel is the Big September Extra . . . A SIDNEY OLCOTT Production

WHAT a wallop Richard Barthelmess packs as "The Amateur Gentleman"—the gamest fighter who ever battled in the old Corinthian ring; the pluckiest horseman who ever cleared the walls and ditches of a steeplechase; quick on the trigger in a duel; daring the world for a woman's smile!

In "The Amateur Gentleman." Inspiration Pictures, Inc., has secured the perfect Barthelmess story — picturesque, vivid in action and romance. Here is his strongest role. More than that! Measured by every standard, here is the greatest production in which Barthelmess has been presented—created with the power and appeal that ensure extended runs.

Inspiration Pictures, Inc. also presents: ***Richard Barthelmess in "Four Feathers"*** Another celebrated story by A. E. W. Mason.

9 GREATEST STARS IN NINE RECORD-SMASHING SERIES

—*all combined in the year's predominating Banner Group*

CONSIDERED altogether, or one by one, First National's stars have risen to unassailable supremacy.

Spectacular advertising, a single and unrepeated hit, the lucky breaks of the show-game have played no part in their success. No! They have built. Each production has created a still larger audience for the next. Your profit and their prestige have grown side by side, and the box-office records of theatres by the thousand prove it.

Here are undeniable Performance Facts to guide you for 1926-1927.

First National Stars

— play more time in more theatres to bigger business,

— are chosen from the vast amount of quality offerings by more exhibitors for new-theatre openings,

— are held over for more extended-runs,

— deliver more consistently and register a greater number of extraordinary hits

—*Than Any Other Stars or Group of Stars*

THEY have only their own records to beat.

Presenting each in a series means that the box-office pulls with the accumulative force of their constantly increasing drawing-power. *Play Each Series and Pyramid Business!*

The Banner Group assures you the widest variety of entertainment. Six of First National stars rule the fields of drama, comedy drama, romance and virile action; while three more constitute

the Strongest Line-Up of Star Comedians Ever Presented Under one Banner

Big? BIG! He's the Gulliver of Glee!

HARRY LANGDON

hits new high-spots in his series of Seven-Reel Langdon Laffs

"The Yes Man" —is his next!

Presented by Harry Langdon Corporation

LAUGH with Langdon. Everybody's got the habit since Harry shot to the forefront of Big-Time Comedians. What's his secret? Wows and gags and roars—yes! But underneath is the current of pathos that has sent the whole country wild about Harry. Backing him with nation-wide exploitation and presenting him in full length features, First National Showmanship sets exhibitors right in line for business that sky-rockets with every comedy Langdon makes.

First National Pictures
BANNER GROUP

The Year's
Comedy
Sensation!
Rawls

C.C. BURR
Presents
JOHNNY
R.G. MOREAU

HINES

Seven Winners in a row is Johnny's Record

Now—"Kid Gloves"

Starts his BANNER SERIES

—and the score is going right ahead: a winner every time.

"KID GLOVES" puts him in the ring; he's a scrapper who takes on all-comers—and shoots across laughter and thrills faster than ever before.

INTENSIVE advertising has sold Johnny to 20,000,000 readers of the national magazines. They're your patrons; and the campaign will be pushed still stronger during 1926-27, because Hines is too good for anyone to miss.

WHENEVER you read a consensus of current box-office reports, or whenever exhibitors list the best money-makers of the year, you'll find him starred there. Capacity business! S. R. O.! Crowds for every show.

By straight proof of performance, there isn't a house that can't

stand 'em in line with Johnny Hines

First National Pictures
BANNER GROUP

Captured!

The Lunatic at Large

Captured! That's the word; for Leon Errol is the prize everybody went after. Since First National brought this famous stage comedian into the pictures the world has rocked at each bend of his crazy legs.

Watch for him in "The Lunatic at Large." The wows start right at the title—the best of bets for comedy exploitation. Think of the stunts it suggests.

And the picture is *there*—there with all the fun that Leon Errol can find in a mad-house; with Dorothy Mackaill and Kenneth MacKenna adding the romance; and Fred Newmeyer winning new laurels as a comedy-director.

"The Lunatic at Large" sets *Errol's Banner Group Series* off to a flying start.

Certainly there's a series. Here's a star the public wants in picture after picture, and sound business exhibitors sense makes want the lot.

LEON ERROL

First National Pictures Inc. presents

LEON ERROL
in
The Lunatic at Large

with
Dorothy Mackaill and Kenneth Mackenna

Adapted from J. STORER CLOUSTON'S stories

Directed by FRED NEWMEYER

PRODUCED UNDER THE SUPERVISION OF EARL HUDSON

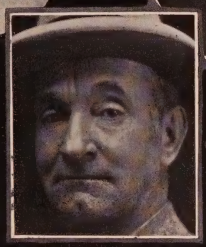
Scenario by EUGENE CLIFFORD and RAYMOND HARRIS
Photographed by L. WILLIAM O'CONNELL
Art Director MILTON MENASCO
Costumes by JUNE HANO
Film Editor ARTHUR TAVARES

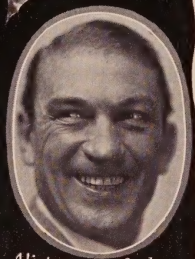
FEATURED
Lewis Stone
Anna Q. Nilsson
Philo Mc Cullough
Mary Astor
Ben Lyon
James Kirkwood
Betty Compson
Ronald Colman
Rita Carewe
Myrtle Stedman
Fully Marshall
May Mc Avoy
Norman Kerry
May Allison
Lowell Sherman
Lucy Beaumont
Gertrude Olmsted
Walter Pidgeon
Jan Keith
George Sidney
Inn Rork
Barbara Bedford
Kate Price
Gertrude Astor

PLAYERS

Jack Mulhall

Doris Kenyon


Lloyd Hughes


Victor Mc Laglen

Conway Tearle

Charlie Murray

Belle Bennett

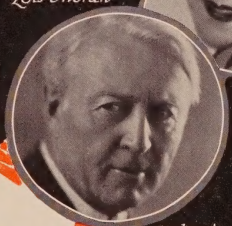
Dorothy Mackaill

Lois Moran

Dolores del Rio

Vera Gordon

Huntly Gordon


Hobart Bosworth

George K. Arthur

Joan Crawford

Willard Louis

Aileen Pringle

Every Name Among First National's Featured Players Is a Name to Play In Electric Lights

ALLIED with the box-office titles of the Banner Group, these favorites form an irresistible combination. Every season and picture have broadened their popularity, enhanced their value, made them the most eagerly sought players on the screen.

First National presents them not merely one to a picture, but three, four and five at a time, so that every cast unites the audiences that each player commands, and in every production the utmost in dramatic art is guaranteed.

Stars, Star-Producers, Star-Authors at the Zenith of Their Popularity Have Put Box-Office Genius Into These

7 SPECIALS

"THE GREATER GLORY" "MEN OF STEEL"

"SINNERS IN PARADISE" "SEPTEMBER LOVE"

"THE PATENT LEATHER KID"

AND TWO GIGANTIC PRODUCTIONS
BY ROBERT KANE

MARSHALLING its huge production resources, First National, after months of selection, analysis and preparation, has arranged an array of Specials that will eclipse the standards established by "The Sea Hawk," "The Lost World" and "Abraham Lincoln."

These Specials possess the extra impetus of Star-power.

Rupert Hughes, Frances Hodgson Burnett, Clarence Budington Kelland, Edith O'Shaughnessy, authors who command readers in millions, have supplied their strongest material: stories magnificent in drama, romance, the spectacular heights and vivid depths of life. And the production-brains of First National—producers, directors, scenarists who have given the screen its finest Specials to date—have shaped this wealth of talent into Seven Towering Triumphs!

Party confidential

CONCERNING ROBERT KANE

Different producers employ different tactics in making pictures of such size as to warrant release as Specials.

Some believe in telling everything in advance. Robert Kane tells nothing.

This is "inside stuff."

Kane has started work on the two most ambitious productions he has yet undertaken—a huge task, considering the long unbroken line of successes already to his credit.

They are Specials too original in theme, too unusual in production treatment to permit detailed announcements.

Kane's reputation for accurate judgment is staked upon them.

Rumors will gather; the industry will FEEL two big pictures in the air. But nothing more will be revealed about ROBERT KANE'S 2 SPECIALS FOR 1926-1927 until they are actually ready for presentation.

By concealing the ideas now, he safeguards their values to you!

2 SPECIALS by ROBERT KANE

SEPTEMBER LOVE

Adapted from
The HEAD of the HOUSE of COOMBE
by
FRANCES HODGSON BURNETT

for 5 years every producer has tried to buy THIS BOOK!

For five years producers have tried to buy this book.

For five years the public has waited to see it screened.

Its sales set publishing records.

Critics hailed it as Frances Hodgson Burnett's finest achievement — and few authors have equalled her dramatic force.

A PRIZE FOR MOTION PICTURES if ever there was one.

And First National has won it for production on a scale worthy of its greatness and with the human glory that has enthralled more readers than the ten next-best-sellers of the past five years.

Special is written all over "September Love"

First National Pictures

SPECIAL

WINE of LIFE! BLOOD of WAR!

CITIES of PLEASURE crumbling in madness ..riot.. defeat!

THE GREATER GLORY

From EDITH O'SHAUGHNESSY'S novel
"VIENNESE MEDLEY"

Presented by . . . RICHARD A. ROWLAND
Written for the screen by . . . JUNE MATHIS

with CONWAY TEARLE
and ANNA Q. NILSSON

and a cast including MAY ALLISON, IAN KEITH
JEAN HERSHOLT and LUCY BEAUMONT
A JUNE MATHIS . . . . . Production
Directed by . . . . . CURT REHFELD

Production Manager . . RAY ROCKETT Chief Cinematographer JOHN BOYLE
Art Director . . . E. J. SHULTER Film Editor GEORGE McGUIRE

First National Pictures
SPECIAL

THE LAST WORD IN DRAMATIC ACHIEVEMENT!

Again June Mathis Scores With a Stupendous Special!

IT SWEEPS from underworld alleys to the burnished East; from furtive dives to the throbbing purples of desert night.

Her mother a crook, Rhoda Fair adventures through the molten horizons. In her own tumultuous nature burns her mother's lawlessness; and where the dawn comes up like thunder she must choose between two men—one standing for respectability, the other for the mad reel of life.

Stirring, exotic, keyed to emotion's tensest pitch.

"Sinners in Paradise"—a title that's as good as gold. The producer—June Mathis, whose name is synonymous for specials. The theme—developed with breath-taking suspense against backgrounds made for love. And the whole produced with the bigness and sureness of success that characterizes First National's Specials.

Millions Have Read Gertrude Atherton's Amazing Novel

THE CRYSTAL CUP

"I hate being a female! If I were a man I'd see women to the devil"

NO wonder Gita Carteret is the most discussed woman of fiction today! No wonder the furore that "Black Oxen" created is outdone by Gertrude Atherton's latest novel, "The Crystal Cup." She has dared to make her heroine a hater of her own sex: a girl refusing marriage until she must — and then under the most surprising conditions that ever governed husband and wife.

EXCITEDLY as this book has been discussed, the screen version will arouse far wider comment. Produced under Earl Hudson's supervision, with Dorothy Mackaill as Gita Carteret, the presentation of "The Crystal Cup" demonstrates First National's command of the story market, bringing you the best-sellers while reader-interest runs at its height!

with
DOROTHY MACKAILL
PRODUCED UNDER THE SUPERVISION OF
EARL HUDSON

First National Pictures
BANNER GROUP

First National Pictures Inc. *Presents*

"Subway Sadie"

by MILDRED CRAM

with **Dorothy Mackaill**

and **Jack Mulhall**

"MIGOSH! A girl ain't got a chance for a decent ride these days since the sheiks has taken to grabbin' the seats and tradin' 'em fer dates. Somebody says, 'Gentlemen prefer blondes'—but take it from me: Blondes also prefer gentlemen. And these subway chasers don't hang a hat alongside of my Harold. Dearie, he's simply divine—ain't every day a workin' girl gets a glad eye from a guy like him."

That's Sadie, she talks for herself—one of a million you meet every day. This is her picture—every girl's picture set in the atmosphere they know—the kind they'll understand. And there's a thrill climax to make them your friends for life.

First National Pictures
BANNER GROUP

AN ALFRED SANTELL PRODUCTION

Production Management AL. ROCKETT

Scenario by ADELE COMANDINI

LADY BE GOOD!
Will you ever forget 'Sally' and the knockout 'Irene' scored on the screen?
Now—First National has another musical comedy sensation another history maker—
Direct from a year on Broadway and whirlwind business through the country
"Lady be Good!"
She'll be good to your box-office! Just watch her!
First National Pictures
BANNER GROUP
Eugene Gilt

Adapted from the musical comedy by Guy Bolton and Fred Thompson, authors; George Gershwin, composer

ROBERT KANE presents
PEACOCKS of PARIS
MONTMARTRE ...when lights are low and life is high and every smile and shadow covers a human baffling mystery
BEN LYON
DOROTHY MACKAILL
LOWELL SHERMAN
SAM HARDY
Directed by LOTHAR MENDES
Try to beat that title and that cast for Box-Office Perfection!
First National Pictures
BANNER GROUP

A-A-AH! The SHEIK OF FLORIDA
The sands of the desert would leave him cold. But he burned up Biscayne Bay
ONLY a garage mechanic, but when he oiled his hair instead of his hands he put the I AM in Miami.
Heiresses petted him under the palms, but his palms petted only twenty dollars on pay-day. And he didn't like heiresses either.
Joyful comedy—it works faster than a bathing beauty chasing a millionaire. All Florida's ransacked for fun and Ben Lyon starts a new boom in laughter as the stoney-broke sheik with the starched-shirt style.
HILLIKER
First National Pictures Inc. Presents
The SHEIK OF FLORIDA
by GEORGE F. WORTS
with BEN LYON
Production management AL. ROCKETT
A BOOM for every BOX-OFFICE!
First National Pictures
BANNER GROUP

Does a wedding ring win for a woman more than her

"BED AND BOARD"

A dynamic theme—and what a title!—for Lenore Coffee's story with

DORIS KENYON

Marriage Truths from a Wife's Experience!

BEWARE of the man who says "I can see in your eyes the look of a soul crying for freedom."

NEXT he may say: "You women shout about freedom, and the minute a man takes your hand you howl for a marriage license."

KEEP on reading this story of a wife who envied other women's liberty and heard how men regard a wife.

"WOMEN like you spoil marriage. A man knows any number of women nowadays who support themselves and spend their leisure entertaining him. He doesn't have to assume any burden. For him her old age holds no horror. He enjoys her companionship—and he's not responsible for her bed and board."

First National Pictures

BANNER GROUP

A "Woman's Picture" that all women will talk about!

FLYING HOOFS
FLASH of RACING SILKS
SMILES of CONTINENTAL BEAUTIES — GORGEOUS FASCINATORS
LUCK of MONTE CARLO
SCENTED MYSTERIES of ROME
THE SPORT of KINGS and THE DEVIL TO PAY—
— Such glamor and audience spell has E. Phillips Oppenheim woven into "The Duke of Ladies." Conway Tearle, starred in this irresistible picturization of the popular book and play, reveals an amazingly new character: the debonnaire duke who played once too often with the fire of a woman's heart.
HILLIKER
ROBERT KANE
PRESENTS
"The DUKE OF LADIES"
by E. PHILLIPS OPPENHEIM
starring CONWAY TEARLE
Directed by HOWARD HIGGIN Scenario by JULIE HERNE
First National Pictures
BANNER GROUP

CHARLES R. ROGERS *presents the*

Innovation series of thrilling out-door dramas

STARRING

KEN MAYNARD

with TARZAN, his horse

4 SURPRISING ADVENTURE PRODUCTIONS

"Senor Daredevil"
"Gun Gospel"
"Flame *of the* Border"
"*The* Unknown Cavalier"

Directed by Al Rogell

WEST—over the range; away where the ranches end and Painted Desert stretches into a grand adventure. Along the hills where raiders ride. Prairies and peaks; echoing hoofs and lariats reaching further than the law. That's West; and today its lure surrounds big-theatre audiences as well as small.

First National's Outdoor Dramas meet a unanimous demand.

Ken Maynard has forged to the head of adventure stars. Now he comes to you in thrilling action roles, in stories by writers famous for dramatic pace, produced with the thoroughness, spirit and knowledge of popular taste that exhibitors everywhere expect of First National.

First National Pictures
BANNER GROUP

THEY SEIZED THE WOMAN AND MADE HER A GODDESS!

They took the man as her living sacrifice!

THAT startling new novel by Elswyth Thane adds strikingly to the unlimited variety of entertainment afforded by the Banner Group.

"A romance which challenges comparison with anything of Kipling, Stevenson or Rider Haggard," says the New York Times.

Ideal screen material lies in the love-drama of two fugitives from civilization—a man and a woman who masqueraded as a man until the tribal priests of India saw in her the reincarnation of their lost goddess.

First National Pictures BANNER GROUP

First National Pictures Inc. *presents*

RIDERS OF THE WIND

By Elswyth Thane

Full of the stuff that hits are made of!

WHAT PLAY IS THE CONTINENT CRAZY ABOUT?

Ask anyone just back from Paris!

THERE'S only one answer—"The Masked Woman." They talk about it on the boulevardes. So-o-o extraordinary! Such....moments! And....that....woman!

This show that set the boulevardes buzzing is a gold mine to the screen.

You get it! The reigning sensation of the continental stage is another First National prize.

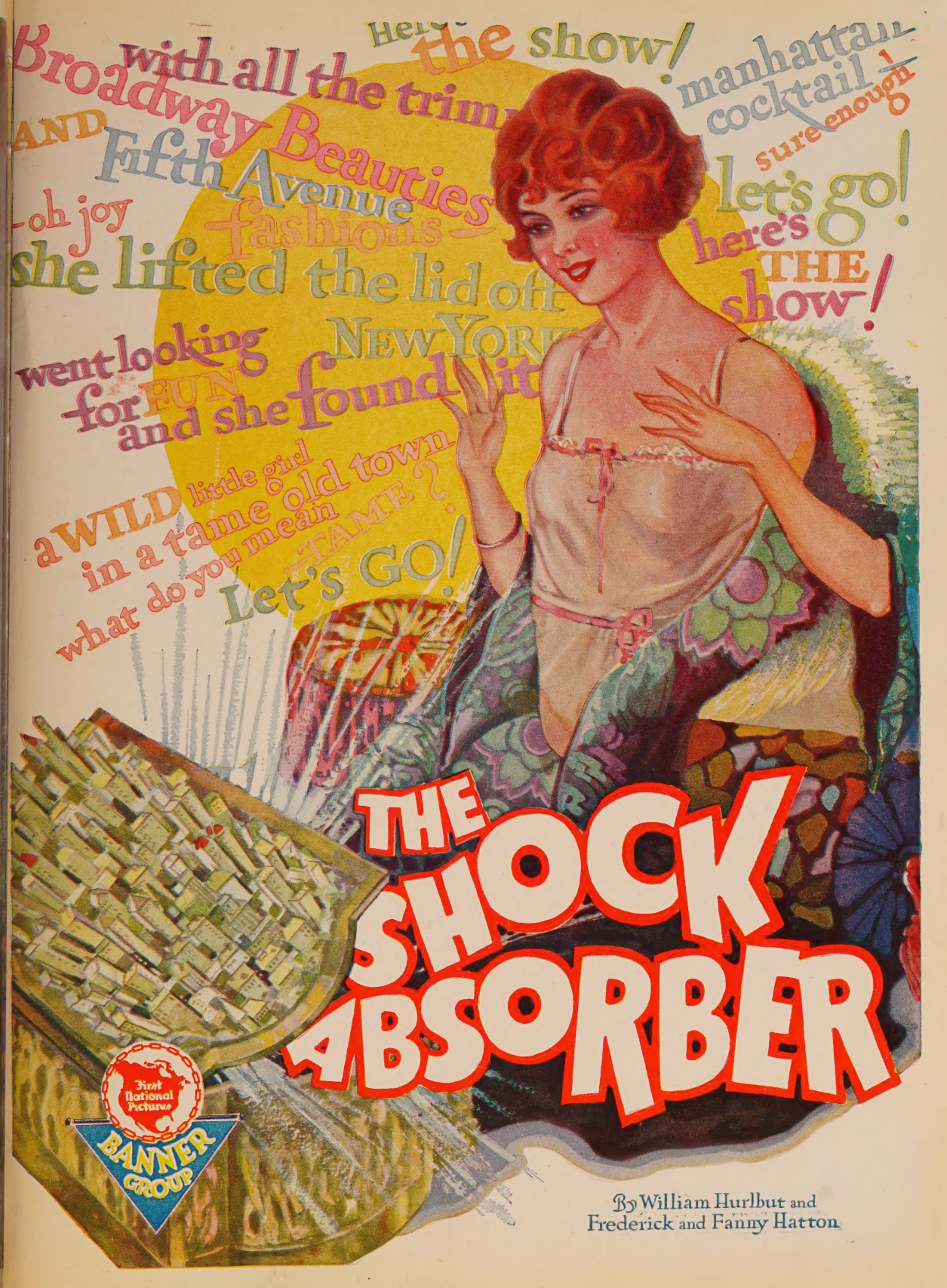
First National Pictures Inc. *presents*

The MASKED WOMAN

with Anna Q. Nilsson, George Sidney

and a superb cast

A WIRE stretched sky-high above Broadway. Searchlights played on a scarlet figure walking across—swaying, desperately—falling . . .
SHE was the Daring Venus, who dared to love; then walked the tight-rope with the ghosts of disillusionment.
EVERY moment of it spells breathless drama. A high-powered selling title, too, for a vivid romance of the circus that plays right into a showman's hands!
High-wire thrills make a sure-fire sensation!
The Daring Venus
From Marjorie Chalmers Carleton's novel "The Swinging Goddess"
With a cast of First National's finest players
First National Pictures
BANNER GROUP



By William Hurlbut and
Frederick and Fanny Hatton

Anna Q. Nilsson and Lewis Stone

outdo in dramatic excellence all those splendid performances of the past that have made them the screen's most popular combination.

First National Pictures Inc. presents

Purple and FINE Linen

"TWO HOURS ago you were begging on the street. You stole to dress yourself in purple and fine linen. You were dressed like that when I divorced you—before your daughter was old enough to know what kind of mother you were....

'You have waited years to see her: now you have come back to appear beautiful before her... She is behind this curtain..... Dead!

By MAY EDGINTON *Author of* "SECRETS"

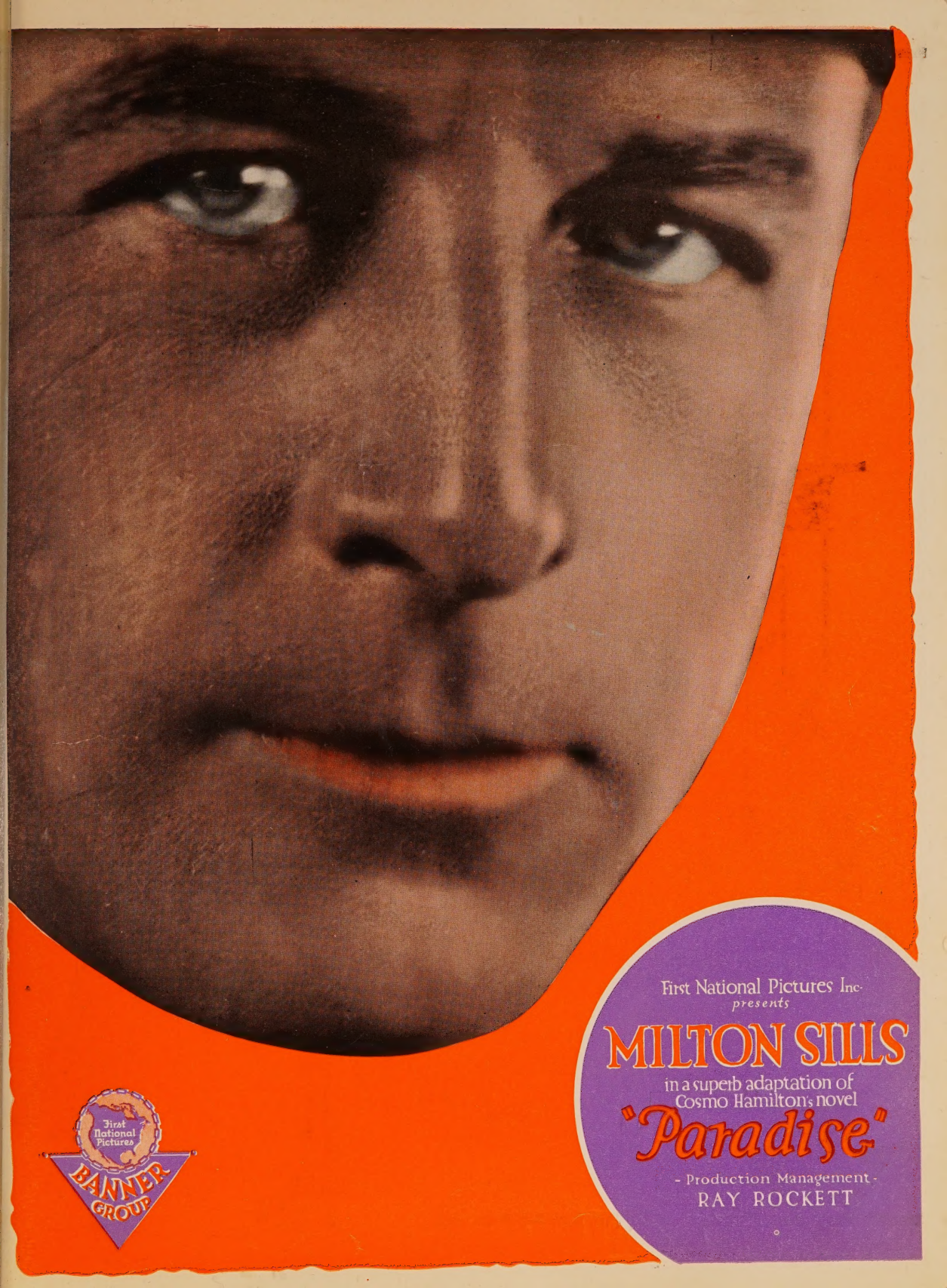
First National Pictures
BANNER GROUP

First National Pictures
BANNER GROUP
At last—
—Sir Philip Gibbs, the one author who painted war in its terror as well as its glory, has written the unforgettable story of its cowards.
Today they skulk in abandoned dugouts; deserters hide in the overgrown trenches where the barrages used to thunder.
After the war! Terrific in truth is this picture of Gauvadan supposedly shot for desertion, yet living beneath the battlefields of Arras—dead to all the world except Yvonne, piquant Yvonne who soon must be somebody else's wife.
OUT OF THE RUINS
from the Cosmopolitan Magazine story by SIR PHILIP GIBBS

The THRILL that comes once in a lifetime!
Ten thousand feet—falling in flames. Lights and laughter of Coney Island 'way below. Ripping through the sky, a plane with a red comet's tail of disaster spread behind.
Audience stuff? It's the kind of scene that your house-staff looks at, every show.
The story is vivid with tinselled life, with Charleston steppers, with the flotsam caught in with the glare and bustle of carnivals and drifting caravans. It will hold your patrons in their seats; and that thrill-finish will lift them to their feet—whooping!
First National Pictures Inc.
Presents
"The CHARLESTON KID"
from Gerald Beaumont's Red Book Magazine Story
PLAYED BY A CAST OF STARS!
AN ALFRED SANTELL PRODUCTION
Production Management AL. ROCKETT
First National Pictures
BANNER GROUP

Pull!
--All the pull your box-office wants in Owen Davis' drama of the college crews.
"Forever After"
Another Broadway All-Star Hit presented by First National
with MARY ASTOR and LLOYD HUGHES
Production Management B. P. FINEMAN
First National Pictures
BANNER GROUP

Drama flames from the secret corners of
HELL'S KITCHEN
New York as only the derelicts know it: a cauldron stirring with the throb of brief happiness or swift despair. Now for the human story behind those strange faces that flicker in its steam.
By JOHN A. MOROSO
Presented by ROBERT KANE
First National Pictures
BANNER GROUP
Directed by HOWARD HIGGIN
Scenario by GEORGE M.C. FOWLER



First National Pictures Inc.
presents

MILTON SILLS

in a superb adaptation of
Cosmo Hamilton's novel

"Paradise"

- Production Management -
RAY ROCKETT

First National Pictures
BANNER GROUP

Titles that SELL

First National Pictures Inc.
presents

Jail Birds Inc.

Into jail without a cent; out of it with a million.

He struck a gold-mine in the rock-pile, and crowds will clamor for their shares of joy in "Jail Birds Inc."

By William H. Clifford

First National Pictures
BANNER GROUP

MIDNIGHT LOVERS

by J.E. HAROLD TERRY

The world's most hilarious divorce without the pangs of alimony.

EVEN if First National's Banner Group had not the terrific selling value of the greatest stars, directors and authors, it still would rank first with exhibitors on the strength of its titles alone.

WANTED — Young man. good looking, willing to be compromised
Glorifying the Bachelor Girl!
The DESPERATE WOMAN
From the play by SAM JANNEY

Match Mike Donovan of Ireland

against allcomers. He's a winning, grinning, fighting fury—and his story pulses with the thrill of canvas tents and roped arenas.

by Guy Fletcher

Henry Hobart presents
DON JUAN'S 3 NIGHTS
Three wonderful nights that mean a wonderful week for you -
Cardiff
Lewis Stone
Shirley Mason
Malcolm McGregor
Myrtle Stedman
JOHN FRANCIS DILLON PRODUCTION
Story by ···· Ludwig Biro
Scenario by Clara Beranger
First National Pictures
BANNER GROUP

ROBERT KANE presents
FRENCH DRESSING
with Aileen Pringle · Ben Lyon · Lowell Sherman · Sam Hardy
and New York's Most Beautiful Mannequins
Directed by Lothar Mendes
Scenario by ··· Paul Bern
Story by ·· Blanche Merrill
First National Pictures
BANNER GROUP
Burlesquing the cloak-and-suit business
as "Bluebeard's Seven Wives" burlesqued the movies!
LOREN STOUT

"Here Y'are Brother"

by DIXIE WILLSON

The prize story from Good Housekeeping Magazine. "Money will buy anything"—there's the theme of this heart-drama of poor men's wives.

4

The drama of women who drink the wine of life and forget the dregs!

more money-spinners!

THE pick of current fiction and dramatic vogues, combined with the unrivalled popularity of First National's finest players.

Dazzling romance on a Mediterranean island, swept by the tempest of unwanted love.

66 First National Pictures Inc. *Presents* 99

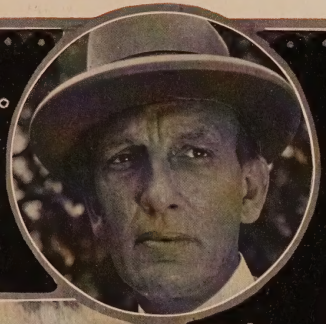
PRISONERS

That amazing play by Molnar that has startled two continents with its message.

First National Pictures
BANNER PRODUCTION

PRODUCERS
Richard A. Rowland
Joseph M. Schenck
John McCormick
Sam Rork
E. M. Asher
A. L. Rockett
June Mathis
Earl J. Hudson
B. P. Fineman
C. C. Burr
Robert Kane
Ray Rockett
Charles R. Rogers
J. Boyce Smith

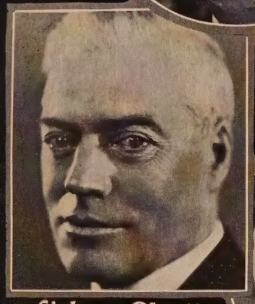
and DIRECTORS



Charles Brabin

Howard Higgin

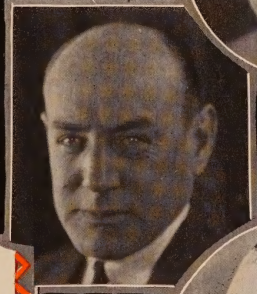
George Archainbaud



Sidney Olcott

Balboni

Alfred E. Green



John Francis Dillon

Alfred Santell

NO MORE striking evidence of how First National has equipped its new product with the sinews of success could be given than this assemblage of producers and directors affords. Like the stars, their reputations are founded on unfailing performance. What does the public want? They know! Their productions catch tomorrow's vogue today and set a pace that others cannot follow. Their background is crowds — crowds responding to the lure of emotions or amazement for as many years as there have been motion pictures.

To the creations of famous stars and authors they have added the ticket-selling motive that makes First National's Banner Group and Specials more than ever a showman's buy!

First National Pictures

Sidney Franklin

Lothar Mendes

The UNBEATABLE

52 REAL PICTURES,

box-office perfect in star-strength, story-power, showmanship and production values. Their titles ring like cash on the counter!

NORMA TALMADGE'S GREATEST

COLLEEN MOORE in "TWINKLE TOES"
And a series including
"NAUGHTY BUT NICE"
Adapted from "Daphne Grows Down"

CONSTANCE TALMADGE
in "SILKY ANNE"
And a series

CORINNE GRIFFITH in "ASHES"
And a series

MILTON SILLS in "MEN OF STEEL"
Special with Doris Kenyon
And a series including
"MEN OF THE NIGHT"

RICHARD BARTHELMESS
in
"THE AMATEUR GENTLEMAN"
"FOUR FEATHERS"

HARRY LANGDON in "THE YES MAN"
And a series

JOHNNY HINES in "KID GLOVES"
And a series

LEON ERROL in "LUNATIC AT LARGE"
And a series

"THE GREATER GLORY"—SPECIAL
Conway Tearle, Anna Q. Nilsson
June Mathis Production

"SEPTEMBER LOVE"—SPECIAL
From Frances Hodgson Burnett's
"The Head of the House of Coombe"

"SINNERS IN PARADISE"—SPECIAL
June Mathis Production

TWO STUPENDOUS SPECIALS
By ROBERT KANE

"THE CRYSTAL CUP"
By Gertrude Atherton. With Dorothy Mackaill

"THE SHEIK OF FLORIDA"
With Ben Lyon

"SUBWAY SADIE"
With Dorothy Mackaill and Jack Mulhall

"THE DUKE OF LADIES"
Starring Conway Tearle

"BED AND BOARD"
With Doris Kenyon

"LADY BE GOOD"
The musical comedy with records
that parallel "Sally" and "Irene"

"THE CHARLESTON KID"
By Gerald Beaumont.
Alfred Santell Production

"THE DARING VENUS"
The Circus Sensation

"THE SHOCK ABSORBER"
It lifts the lid off New York

"DON JUAN'S THREE NIGHTS"
With Lewis Stone, Shirley Mason, Malcolm
MacGregor, and Myrtle Stedman.
John Francis Dillon Production

"FOREVER AFTER"
Mary Astor and Lloyd Hughes in
one of Broadway's biggest hits

BANNER GROUP

7 SPECIALS—*seven more reasons why First National leads, and why exhibitors rely on First National for their big weeks, top months, and their very best year!*

"HELL'S KITCHEN"
By John A. Moroso. A cast of stars.

"FRENCH DRESSING"
With Aileen Pringle, Ben Lyon, Lowell Sherman, Sam Hardy

"OUT OF THE RUINS"
By Sir Philip Gibbs

"RIDERS OF THE WIND"
Spectacular romance by Elswyth Thane

"THE MASKED WOMAN"
The craze of the Continental Stage. With Anna Q. Nilsson and George Sidney

"PEACOCKS OF PARIS"
With Ben Lyon, Dorothy Mackaill, Lowell Sherman and Sam Hardy

"PURPLE AND FINE LINEN"
With Lewis Stone and Anna Q. Nilsson

"THE HAT OF DESTINY"
By Mrs. T. P. O'Connor. June Mathis Production

"MY WIFE'S FRIEND"
Sir Patrick Hasting's drama of Congo love

"HOUNDS OF SPRING"
The season's best-seller

"HERE Y'ARE, BROTHER"
Dixie Wilson's famous story

"THE BLONDE SAINT"
Another stage success, screened by a cast of stars

"PRISONERS"
The vivid play by Ferenc Molnar

Four more stage hits and popular stories with titles that tell at the box-office:—
"MIDNIGHT LOVERS"
"THE DESPERATE WOMAN"
"JAIL-BIRD'S INC."
"MIKE DONOVAN OF IRELAND"

KEN MAYNARD in "SENOR DARE-DEVIL"
And the thrilling Innovation Series of Outdoor Dramas, including
"GUN GOSPEL"
"THE UNKNOWN CAVALIER"
"THE FLAME OF THE BORDER"

First National Pictures
BANNER GROUP

September 1926 — September 1927

"WELL, Bill, what do you think of First National's line-up?"

"Man, it's WONDERFUL"

And that's why they're booking the BANNER GROUP everywhere

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